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**Gold dotCOMM Award for Pelham Summerfest****FOR IMMEDIATE RELEASE****August 3, 2023**

**Pelham, ON** – The Town of Pelham has won gold-level achievement in the 2023 dotCOMM Awards, an international competition honouring web creativity and digital communication excellence.

The Town of Pelham was awarded a gold level in the "Social Media Marketing, Social Event Promotion" category for its social media campaign on Instagram promoting the annual Pelham Summerfest festival. The Pelham Summerfest campaign included event information and featured highlights for the annual event that ran the third week of July. The yearly campaign saw a substantial increase over 2022, with a 326% increase in post impressions and a 221% reach increase as it returned for the second year post-pandemic. The campaign was part of over 2,500 entries received from across Canada, the United States, and 32 other countries.

"The award reflects the Town's continued commitment to support the communications efforts for events and activities occurring in Pelham," said Chief Administrative Officer David Cribbs. "Through the Gold level Pelham Summerfest campaign, community members continue to have expanded ways to stay connected to the annual hometown festival."

The dotCOMM Awards are given out annually and are administered and judged by the Association of Marketing and Communication Professionals (AMCP). The awards highlight the elements of the web's evolving tools and components that support digital public relations, marketing and advertising campaigns.

This award is the first dotCOMM Award The Town of Pelham has received.

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